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SUBJECT: AGRICULTURAL PRODUCTIVITY SEMINARS - QUITO, JUNE 24-26

AND GUAYAQUIL, JUNE 27-29, 1974

REF: A) USDOC 12072; B) QUITO 5457 C) QUITO 5550

1. SUMMARY: TWO AND ONE HALF DAY SYMPOSIUMS,
"AGRICULTURE: TECHNICAL AND ECONOMIC PERSPECTIVES,"
HELD IN QUITO AND GUAYAQUIL UNDER SPONSORSHIP OF
MINISTRY OF AGRICULTURE, CHAMBER OF AGRICULTURE,
AND USIS QUITO AND GUAYAQUIL RESPECTIVELY BROUGHT
TOGETHER A TOTAL OF 132 PARTICIPANTS FROM
GOVERNMENTAL AGENCIES, UNIVERSITIES, PRIVATE
AGRICULTURAL ENTERPRISES TO DISCUSS IMPORTANT
ASPECTS OF AGRICULTURAL DEVELOPMENT IN
ECUADOR.

2. OVER THE COURSE OF THE SEMINAR, TOPICS SUCH AS TRADE
AND PRIMARY PRODUCTS, AGRICULTURE AND NATIONAL DEVELOPMENT,
WHEAT AND CORN IMPROVEMENT, FERTILIZERS, MACHINERY,
AND GOVERNMENTAL AND PRIVATE INDUSTRY'S ROLE IN AGRICULTURAL
DEVELOPMENT WERE ADDRESSED IN BOTH SEMINARS. THIRTEEN
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SPEAKERS TOOK PART IN THE QUITO SEMINAR INCLUDING SEVEN

ECUADOREAN AGRICULTURAL SPECIALISTS (MOSTLY FROM INIAP NATIONAL INSTITUTE OF AGRICULTURAL RESEARCH INCLUDING ITS DIRECTOR GENERAL DR. CARLOS ENRIQUE AMPUERO). REPRESENTATIVES OF THREE U.S. FARM MACHINERY MANUFACTURERS AND TWO STAGS, DR. CLIVE HARSTON, PROFESSOR OF AGRICULTURAL ECONOMICS AT THE UNIVERSITY OF TEXAS, AND DR. JOHN STRASMA, PROFESSOR OF AGRICULTURAL ECONOMICS AT THE UNIVERSITY OF WISCONSIN.

3. THE TWO STAGS, DR. AMPUERO AND THE REPRESENTATIVES OF INTERNATIONAL HARVESTER, JOHN DEERE AND CASE COMPANY ALSO PARTICIPATED IN THE GUAYAQUIL SEMINAR. IN ADDITION, GUAYAQUIL, FOCUSING ON COASTAL AGRICULTURE AND ITS PROBLEMS AND PROSPECTS, HEARD LECTURES FROM THE INIAP DIRECTOR OF THE EXPERIMENTAL STATION AT BOLICHE, THE MANAGER OF BANCO DE FOMENTO ON FINANCING AGRICULTURAL DEVELOPMENT AND OTHERS.

4. EACH SEMINAR'S OPENING WAS HIGHLIGHTED BY PARTICIPATION FROM HIGH-RANKING OFFICIALS: IN QUITO DR. JORGE ROMAN, COORDINATOR OF THE MINISTRY OF AGRICULTURE AND LIVESTOCK; IN GUAYAQUIL, REAR ADMIRAL RENAN OLMEDO GONZALEZ, MILITARY GOVERNOR OF GUAYAS PROVINCE. AWARDING OF DIPLOMAS CLIMAXED THE CLOSING OF THE SEMINARS IN EACH CITY. THROUGHOUT, PRESS AND MEDIAL COVERAGE WAS EXCELLENT, ESPECIALLY IN GUAYAQUIL WHERE THERE WAS NOTABLE PRE-SEMINAR PUBLICITY PROVIDED BY A VTR, "CURRENT ISSUES IN WORLD AGRICULTURAL TRADE" FOR POTENTIAL SEMINAR PARTICIPANTS. DURING THE SEMINAR, THERE WAS ALSO GOOD PRESS, TV AND FILM COVERAGE. TV CHANNEL 10 GAVE STRAIGHT NEWS COVERAGE OF THE DAILY PROCEEDINGS AND RECORDED FIVE INTERVIEWS FOR SUBSEQUENT USE ON ITS SATURDAY PROGRAM, "ECUADOR AGRICOLA". EXCELLENT COVERAGE WAS GIVEN IN QUITO. SPEAKERS AND COORDINATORS OF THE SEMINAR WERE INTERVIEWED EVERYDAY BY PRESS, RADIO AND TV.

5. OF THE TWO STAGS, DR. JOHN STRASMA OF THE UNIVERSITY OF WISCONSIN WAS TOPS SPEAKING IN FLUENT SPANISH ON THE WORLD MARKET AND PRIMARY PRODUCTS. IN BOTH QUITO AND UNCLASSIFIED

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GUAYAQUIL BY "POPULAR REQUEST" HE WAS ASKED TO SPEAK AGAIN AND HE DID SO, HANDLING WELL DIFFICULT TOPICS SUCH AS REVALUATION OF THE SUCRE AND LAND REFORM. GUAYAQUIL FOUND DR. HARSTON LESS INSPIRING, RATHER MEDIOCRE IN FACT. SEE REFTEL FOR QUITO'S FRANK EVALUATION OF DR. HARSTON.

6. REPRESENTATIVES OF INTERNATIONAL HARVESTER, JOHN

DEERE, AND CASE COMPANY GAVE TECHNICAL TALKS ON COSTS AND POTENTIAL OF AGRICULTURAL MACHINERY. EXPLAINING CALCULATIONS USED IN DETERMINING WHICH EQUIPMENT TO EMPLOY. MR. WILLIAM BALCK, GENERAL DIRECTOR OF MOLINOS DE ECUADOR, THE LARGEST MILLING CONCERN IN THE COUNTRY, SPOKE IN GUAYAQUIL ON THE ROLE OF PRIVATE INDUSTRY IN AGRICULTURAL DEVELOPMENT USING A LOCALLY PRODUCED FILM. THE FILM DOCUMENTED A JOINT PROJECT CONDUCTED BY MOLINOS DE ECUADOR WITH TWO AGENCIES OF THE ECUADOREAN GOVERNMENT. SEVERAL OF THE ECUADOREAN SPEAKERS, ALL OF WHOM REPRESENTED GOVERNMENT AGENCIES, DISCUSSED SOME AREAS OF AGRICULTURAL DEVELOPMENT WHICH HAVE U.S. AID OR PRIVATE U.S. FOUNDATION CONNECTIONS. LECTURES IN BOTH SEMINARS WERE SUPPORTED BY A VARIETY OF FILMS, SLIDES AND GRAPHIC MATERIALS.

7. OVERALL THE SEMINARS EXPOSED THE 132 ECUADOREAN PARTICIPANTS TO ACHIEVEMENTS OF U.S. AGRICULTURAL TECHNOLOGY, TECHNIQUES, AND EQUIPMENT, ROLE OF PRIVATE INDUSTRY IN NATIONAL DEVELOPMENT, AND UNDERSTANDING OF U.S. AID AGRICULTURAL PROJECTS, AND, FINALLY, TO A SUBTLE PROMOTION OF U.S. FARM IMPLEMENTS.

8. DAILY PROGRAM, LIST OF PARTICIPANTS, AND PRESS CLIPPINGS ARE BEING MAILED.
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